

Dear Friends in Wine

## Re: 2017 Michelangelo Awards

We've received a few calls from old friends, asking us for more detail behind our decision to follow the industry trend, and also ask for wines to accompany entries into the Michelangelo awards.

**It's a fair question, and a very good one too.**

**We've come a long way.**

Michelangelo – in its 21st year of continuous operation – has grown to become the biggest southern African-based Wine & Spirits competition in terms of entries received.

With this honour, came an acute sense of responsibility – a responsibility on our side to add significant value to our clients, and to stimulate sales and marketing presence.

We came to realise that after producers have won the awards, in the traditional model, the responsibility went BACK to the industry to promote the significance of the awards so won.

This is precisely where we saw the opportunity to add significant value to producers: we found ways and partnerships to educate the market as to the significance of a Michelangelo award – in order to cultivate a loyal consumer response to the awards.

Here's what we did to achieve that:

### Advertising:

We booked advertising and advertorial space to the value of more than R2,000,000 per annum in three of southern Africa's top in-flight magazines, namely:

- **Skyways** (SA Airlink's in-flight magazine) (4 pages per month)
- **Flamingo** (Air Namibia's in-flight magazine) (2 pages per month)
- **The Charter Magazine** (The in-flight magazine of a fleet of 178 private charter aircraft across South Africa and Namibia) (2 Pages per month)

This advertising campaign of more than R2 million per year is an ongoing, monthly campaign – not a once off.

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## Airline partnerships:

One might ask – why the above airlines? Here's why:

- **SA Airlink** is SA's largest, independent business airline with a current fleet of 49 aircraft (13 more on order). They transport 1,3 million passengers per annum across 37 destinations.
- **Air Namibia** is Namibia's flag carrier, and they transport 500,000 passengers per annum – but significantly – to the EU as well. Air Namibia furthermore has code-share agreements with **Lufthansa**, **Condor Airlines** and **Kenya Airways**, that further extend their reach.
- **A fleet of 21 private charter companies** carry The Charter Magazine on a combined fleet of 178 aircraft. Among these are Fireblade Aviation – the Oppenheimer's charter company. As only the top LSM segment travel on these private jets and aircraft, this very high profile readership is ideal to promote the Michelangelo Awards – AND YOUR BRAND.

Combined, the estimated amount of passengers reached through these magazines amount to more than 2,1 million travellers annually, on a combined fleet of almost 240 aircraft. Inflight magazines offer a captured, well defined, and top LSM readership. This medium makes commercial and strategic sense!

Furthermore, SA Airlink have agreed to add our hyperlink to their booking portal from August 2017 – adding yet another phenomenal marketing channel to Michelangelo winners.

All wines entered into the Michelangelo competition – ALL ENTRIES – not only the winning ones – will be served and promoted on Airlink's flights that offer a bar service.

Have a look at a two minute video for a better feel of the magnitude of this initiative. <https://www.youtube.com/watch?v=GDtweClpL70>

## Hospitality partnerships:

We formed a formal partnership with TSOGO Sun – the largest independent hotel group in southern Africa.

TSOGO Sun will not only host the annual Michelangelo Gala Event – they have also committed to advertise the Michelangelo judging process and gala event on their in-house TV channel – Inspire - for a period of 3 months. This advertisement will be seen by the guests of all 100+ TSOGO Sun hotels in more than 14,600 rooms across Africa.

Furthermore, winners of Michelangelo awards will be offered the opportunity to attend the Michelangelo Awards Winners Wine Shows at Montecasino, Fourways, Gauteng. We aim to offer this superb opportunity to wine producers for the incredible price of R5,995 per person.

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Click  
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link

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This will include the following:

- Exhibition stand at Montecasino,
- Return airfare from Cape Town to Johannesburg,
- Airport shuttle
- 2 Nights' accommodation in a TSOGO Sun hotel.

Feel free to compare this initiative and price to consumers to alternative wine marketing events in Gauteng.

TSOGO Sun have made the commitment to help Michelangelo grow this to the most prestigious wine show in Africa.

### Technology partnerships:

Among the South African wine producers there are more than 5,000 labels competing for market share. This is compounded when South African wines are exported – where they need to compete with brands from the EU and South America.

In a **world first**, we have had a platform and website developed whereby each individual Michelangelo winner will receive a unique QR code on the medal sticker, that, when scanned, will take the client to that bottle's:

- Tasting notes,
- Pack-shot, and
- Website and sales link



This is what the new medals will look like. For the first time ever, this award will guide consumers directly to the producer's website and sales portal, whilst offering consumers significant additional information about this wine and its origins.

This new process of customising each winner's award medals with their own unique QR code, added almost R200,000 to our production cost of the

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awards. But considering the industry leading advantages to the producer, this cost was justified many times over.

Go ahead – scan the QR code now, and get a feel for the functionality it offers!

### **Retail partnerships:**

We are currently in sensitive – but very exciting – discussions with retail giants with whom we hope to conclude agreements soon, with one aim: To significantly grow Michelangelo award winner’s branding and sales. At this stage we can say no more, but as they say in the classics: Do watch this space!

### **Conclusion:**

The reader will agree that the above initiatives, marketing and sales channels come at a hefty price.

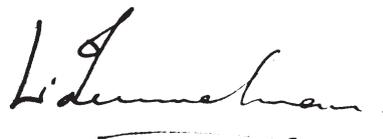
We understand that.

Therefore, our respectful request to our clients to also reserve wines – like the rest of the wine competition industry requires.

The bottom line is this: at a “price” of only 2 bottles of “tasting stock” per month, Michelangelo can offer our clients additional sales and marketing channels worth millions of Rands, and allow entrants to reach the crème de la crème of top income consumers.

We trust that you share in our incredible excitement going forward!

Kind regards,



Lorraine Immelman  
Founder and CEO

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